



PROMOTION OF ACCESS TO INFORMATION ACT SECTION 51 MANUAL

Introduction

This Manual is published in terms of Section 51 of the Promotion of Access to Information Act, 2000 (Act No. 2 of 2000) (“**the PAIA Act**”). The PAIA Act gives effect to the provisions of Section 32 of the Constitution, which provides for the right of access to information held by the State and to information held by another person that is required for the exercise and / or protection of any right.

The reference to any information in addition to that specifically required in terms of Section 51 of the PAIA Act does not create any right or entitlement (contractual or otherwise) to receive such information, other than in terms of the PAIA Act.

1 OVERVIEW

Everlytic (Pty) Ltd (“**Everlytic**”) provides a digital marketing platform for marketers from all industries to communicate better with customers. Everlytic has developed its software into a sophisticated multi-channel marketing and automation tool.

Everlytic supports the constitutional right of access to information and we are committed to provide you access to our records in accordance with the provisions of the PAIA Act, the confidentiality we owe third parties and the principles of South African law.

2 AVAILABILITY OF THIS MANUAL

A copy of this Manual is available on Everlytic’s website at www.everlytic.com or by sending a request for a copy to the Information Officer by email. This Manual will be updated from time to time, as and when required.

3 GUIDE ON HOW TO USE THE PAIA ACT

The Information Regulator has, in terms of section 10(1) of the PAIA Act, provided a guide on how to use the PAIA Act (“**the Guide**”).

It is designed to be easily understood by a person who wishes to exercise any right provided for in the PAIA Act or in the Protection of Personal Information Act 4 of 2013 (“**the POPI Act**”).

The Guide is available in all of the official languages as well as in braille, and contains a description of, amongst other things:

- the objects of the PAIA Act and the POPIA Act;
- the postal and street address, phone and fax number and, if available, electronic mail address of the Information Officer of every public body,
- the manner and form of a request for access to a record of a public or private body;

- the assistance available from the Information Regulator in terms of the PAIA and POPIA Acts;
- the remedies available regarding an act or failure to act in respect of a right or duty conferred or imposed by the PAIA and POPIA Acts; and
- fees to be paid for requests for access to information.

During normal working hours, members of the public can inspect or make copies of the Guide from the offices of both private and public bodies, including the office of the Information Regulator.

[PAIA Forms - Information Regulator \(info regulator.org.za\)](http://info regulator.org.za)

The Guide can also be obtained as follows:

- upon request to an Information Officer or to the Information by means of the relevant request form available for download at [PAIA Forms - Information Regulator \(info regulator.org.za\)](http://info regulator.org.za); and
- from the website of the Information Regulator at [PAIA Guidelines - Information Regulator \(info regulator.org.za\)](http://info regulator.org.za), where the Guide is available in English, Afrikaans, isiNdebele, isiXhosa, isiZulu, Siswati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga.

4 HOW TO REQUEST ACCESS TO RECORDS HELD BY THE EVERLYTIC

Requests for access to records held by Everlytic must be made on the request form entitled "Form 2: Request for Access to Record [Regulation 7]", which is available from our website (insert URL) and head office, as well the website of the Information Regulator at [PAIA Forms - Information Regulator \(info regulator.org.za\)](http://info regulator.org.za).

A request fee may be payable. The schedule of fees can be accessed on page 32 of each of the documents available at:

<https://www.justice.gov.za/legislation/notices/2021/20210827-gg45057gon757-PAIAregulations.pdf> or <https://www.justice.gov.za/legislation/notices/2021/20210827-gg45057gon757-PAIAregulations.pdf>. You can submit a request without paying the request fee but please note that payment of the prescribed fees must be made before the request will be processed.

Requests for access to records must be made to Everlytic's Information Officer at the address, fax number or electronic mail address provided for below.

The requester must provide sufficient detail on the request form to enable the Information Officer to identify the record and the requester. The requester should also indicate which form of access is required and indicate if he or she wishes to be informed in any other manner and state the necessary particulars to be so informed.

The requester must identify the right that he or she is seeking to exercise or protect and provide an explanation of why the requested record is required for the exercise or protection of that right.

If a request is made on behalf of a person, the requester must then submit proof, to the satisfaction of the Information Officer, of the capacity in which the requester is making the request.

The standard form that must be used for the making of requests is Form 2. Not using this form, or not providing sufficient information, may result in your request being refused or delayed.

Kindly note that all requests submitted to Everlytic will be evaluated and considered in accordance with the PAIA Act and the POPIA Act. The publication of this manual and the description of the categories and subject matter of information held by Everlytic does

not give rise to any rights (in contract or otherwise) to access such information or records except in terms of the PAIA Act.

5 CONTACT DETAILS

Name of Private Body	Everlytic (Pty) Ltd
Designated Information Officer	Jacques du Toit
Email address of Information Officer	legalnotifications@everlytic.com
Postal address	Block B2, Rutherford Estate, 1 Scott Street, Waverley, 2090
Street address	Block D, Rutherford Estate, 1 Scott Street, Waverley, 2090
Phone number	+27 11 447 6147
Fax number	N/A

6 VOLUNTARY DISCLOSURE

Everlytic has not published a notice in terms of Section 52(2) of the PAIA Act, however, it should be noted that the information relating to Everlytic and their services is freely available on Everlytic's website. Certain other information relating to Everlytic is also made available on such website from time to time.

Further information in the form of marketing brochures, advertising material and other public communication is made available from time to time.

7 RECORDS AVAILABLE IN TERMS OF ANY OTHER LEGISLATION

Information is available in terms of the following legislation to the persons or entities specified in such legislation:

- Companies Act 71 of 2008
- Income Tax Act 58 of 1962
- Value Added Tax Act 89 of 1991
- Tax Administration Act 28 of 2011
- Labour Relations Act 66 of 1995
- Basic Conditions of Employment Act 75 of 1997
- Employment Equity Act 55 of 1998
- Skills Development Levies Act 9 of 1999
- Unemployment Insurance Act 30 of 1966
- Regulation of Interception of Communications and Provision of Communication-related Information Act 70 of 2002
- Criminal Procedure Act 56 of 1955
- Films and Publications Act 65 of 1996
- Electronic Communications and Transactions Act 25 of 2002
- Occupational Health and Safety Act & Regulations: Act 85 of 1993

8 RECORDS HELD BY EVERLYTIC

Everlytic maintains records on the following categories and subject matters. **However, please note that recording a category or subject matter in this Manual does not imply that a request for access to such records would be honoured.** All requests for access will be evaluated on a case by case basis in accordance with the provisions of the PAIA Act.

8.1 Internal records

The following are records pertaining to Everlytic's affairs:

- Memorandum and Articles of Association
- Financial records
- Operational records
- Licences
- Intellectual property
- Internal correspondence;
- Product records;
- Statutory records;
- Internal policies and procedures;
- Records held by officials of Everlytic.

8.2 Personnel records

Personnel refers to any person who works for or provides services to or on behalf of Everlytic and receives or is entitled to receive any remuneration and any other person who assists in carrying out or conducting the business of Everlytic. This includes, without limitation, directors, executive directors, non-executive directors, all permanent, temporary and part-time staff as well as contract workers. Personnel records include the following:

- Any personal records provided to Everlytic by their personnel;
- Any records a third party has provided to Everlytic about any of their personnel;
- Conditions of employment and other personnel-related contractual and quasi-legal records;
- Internal evaluation records; and
- Other internal records and correspondence

8.3 Customer records

Please be aware that Everlytic takes the protection of its customers' confidential information seriously. Please motivate any request for customer information very carefully, having regard to Sections 63 to 67 of the PAIA Act.

Customer information includes the following:

- Any records a customer has provided to Everlytic or a third party acting for or on behalf of Everlytic;
- Contractual information;
- Customer needs assessments;
- Personal records of customers;
- Other research conducted in respect of customers;
- Any records a third party has provided to Everlytic about customers;
- Confidential, privileged, contractual and quasi-legal records of customers;
- Customer evaluation records;
- Customer profiling;
- Performance research conducted on behalf of customers or about customers;
- Any records a third party has provided to Everlytic either directly or indirectly; and

- Records generated by or within Everlytic pertaining to customers, including transactional records.

8.4 **Marketing**

Records are kept in respect of other parties, including without limitation contractors, suppliers, joint ventures, service providers and general market conditions. In addition, such other parties may possess records, which can be said to belong to Everlytic. The following records fall under this category:

- Market Information
- Public Customer Information
- Product Brochures
- Leads records
- Social media accounts and history
- Performance Records
- Product Sales Records
- Marketing Strategies
- Customer Database
- Sales channel documents.

8.5 **Other Parties**

Records are kept in respect of other parties, including without limitation contractors, suppliers, joint ventures, service providers and general market conditions. In addition, such other parties may possess records, which can be said to belong to Everlytic. The following records fall under this category:

- Personnel, customer or Everlytic records which are held by another party as opposed to being held by Everlytic; and
- Records held by Everlytic pertaining to other parties, including financial records, correspondence, contractual records, electronic mail, logs, cached information, records provided by the other party, and records third parties have provided about the contractors/suppliers or customer.

8.6 **Other Records**

Further records are held including:

- Information relating to Everlytic's own commercial activities; and
- Research carried out on behalf of a client by Everlytic or commissioned from a third party for a customer;
- Research information belonging to Everlytic, whether carried out itself or commissioned from a third party.

9 **PROTECTION OF ACCESS TO INFORMATION**

9.1 **Purpose of processing**

Everlytic will use your personal information only for the purposes for which it was collected and agreed with you. In addition, where necessary your information may be retained for legal or research purposes.

For example:

- To gather contact information.
- To enable the execution of contracts;
- To confirm and verify your identity or to verify that you are an authorised user for security purposes.

- For the detection and prevention of fraud, crime, money laundering or other malpractice.
- To comply with legal obligations imposed on Everlytic.
- To conduct market or customer satisfaction research or for statistical analysis.
- For audit and record keeping purposes.
- In connection with legal proceedings.

9.2 Description of categories of data subjects and of the information or categories of information relating thereto

Everlytic may possess records relating to suppliers, shareholders, contractors service providers, staff and clients:

Entity Type	Personal Information Processed
Customers	Names of customer and contact persons; Physical and Postal address and contact details; Financial information; Bank details, Registration Number; Founding documents; Tax related information (for example VAT numbers); Authorised signatories, beneficiaries, ultimate beneficial owners; IP addresses assigned to customers, Company account IDs, usernames, email addresses, source and destination IP addresses
Intermediary/Advisor	Names of contact persons; Name of Legal Entity; Physical and Postal address and contact details; Financial information; Registration Number; Founding documents; Tax related information; Authorised signatories, beneficiaries, ultimate beneficial owners
Third Party Service Providers	Names of contact persons; Name of Legal Entity; Physical and Postal address and contact details; Financial information; Registration Number; Founding documents; Tax related information; Authorised signatories, beneficiaries, ultimate beneficial owners
Employees/Directors	Gender, Pregnancy; Marital Status; Colour, Age, Language, Education information; Financial Information; Employment History; ID number; Physical and Postal address; Contact details

9.3 The recipients or categories of recipients to whom the personal information may be supplied

Everlytic may supply the Personal Information to service providers who render the following services:

- Capturing and organising of data;
- Storing of data;
- Sending of emails and other correspondence to clients upstream service providers who require customer's data to configure and activate services;
- Lawyers, debt collection companies, court officials and tracing service providers;
- Credit bureaus;
- Law enforcement agencies and the South African Revenue Services or as otherwise directed by a court order.

9.4 **Planned transborder flows of personal information**

Where transborder flows of Personal Information is required, Everlytic will assure to:

- take steps to determine whether you are entitled to transfer personal information about a data subject to a third party in a foreign country;
- confirm that at least one of the additional requirements have been met;
- the third party is subject to a law, binding corporate rules or binding agreement which provides an adequate level of protection of personal information;
- the data subject consented to the transfer of the personal information to the third party in a foreign country;
- the transfer is necessary for the performance of a contract between the data subject and your company, or for the implementation of pre-contractual measures taken in respect of a request by the data subject;
- the transfer is necessary for the conclusion or performance of a contract concluded between your company and the third party in the interests of the data subject; or
- the transfer is for the benefit of the data subject and it is not reasonably practical to obtain the consent of the data subject to that transfer and if it were practical, the data subject would have provided their consent.

9.5 **Security measures implemented by Everlytic**

Everlytic continuously establishes and maintains appropriate, reasonable technical and organisational measures to ensure that the integrity of the personal information in its possession or under its control is secure and that such information is protected against unauthorised or unlawful processing, accidental loss, destruction or damage, alteration or access by having regard to the requirements set forth in law, in industry practice and generally accepted information security practices and procedures within Everlytic.